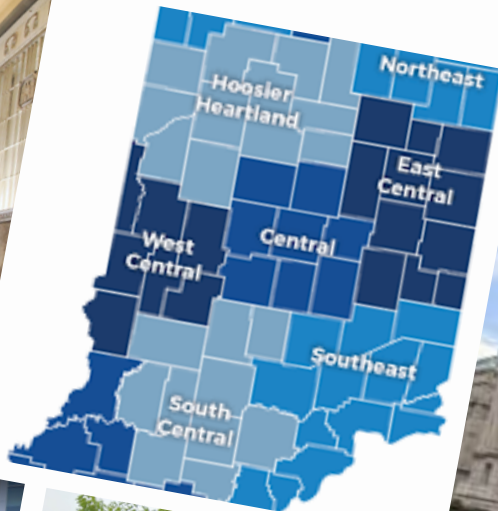




INDIANA SBDC QUARTERLY IMPACT REPORT

2022 - Quarter 3 (July - October)

12/01/2022



The Office of the Chief Equity, Inclusion, and Opportunity Officer

Mission

To provide guidance and support to State of Indiana agencies in order to normalize and operationalize equity, inclusion, and opportunity across all aspects of state workforce engagement and state services.

Vision

To make Indiana a lasting leader in equity, inclusion, and opportunity through targeted strategic initiatives and partnerships, policy development, good stewardship, innovation, and next level service so all Hoosiers have access to the tools necessary to experience their best quality of life.



Chief Officer Herring

“

Indiana's Office of the CEIOO has engaged with communities across our great state listening to business, faith, education, nonprofit and state and local government leaders. We have heard the calls for bringing economic empowerment to historically underrepresented populations in order to increase access to opportunity and upward mobility for ALL Hoosiers.

”

Foreword from the Office of the CEI00

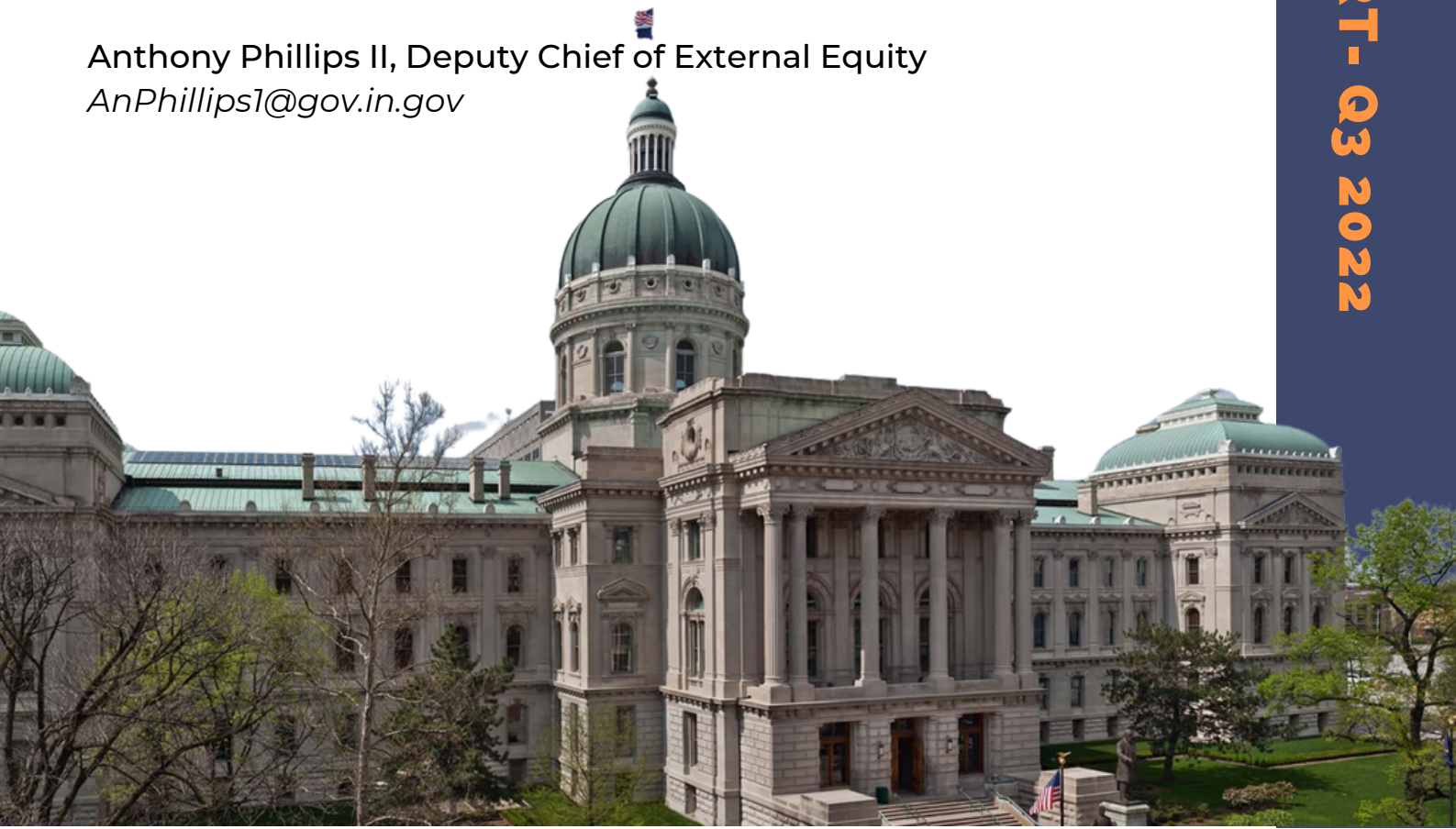
In August, we rolled out the inaugural Indiana SBDC Quarterly Impact Report, presenting it to a statewide convening of SBDC leadership held at the East Central SBDC. The report was very well-received and even found its way into the hands of one of the clients spotlighted in the Northwest region!

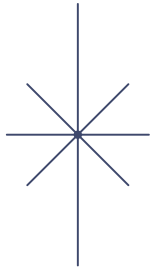
Our office also partnered with ISBDC to launch the Hoosier Business in Action initiative, highlighting 22 businesses from across Indiana that have a story of inspiration, resilience, and empowerment.

With updated data, Quarter 3 spotlights, and a few minor tweaks, The ISBDC Quarterly Impact Report for Q3 is ready to go! One notable change to the report happened in the East Central region. After joining the ISBDC team in 2009 and taking on the Regional Director role in 2010, Peggy Cenova has stepped down to focus on other priorities. She used the word "retire", but all signs point to Peggy finding new ways to meaningfully impact her passions. Following a similar path, Karen Lloyd has earned the promotion from Business Advisor to Regional Director! If the trend holds, we can look forward to another decade of great programming under Karen's leadership.

Congratulations, Karen, on a well-deserved promotion! And best of luck to Peggy as she takes on life's next big adventures!

Anthony Phillips II, Deputy Chief of External Equity
AnPhillips1@gov.in.gov





Happy Retirement!

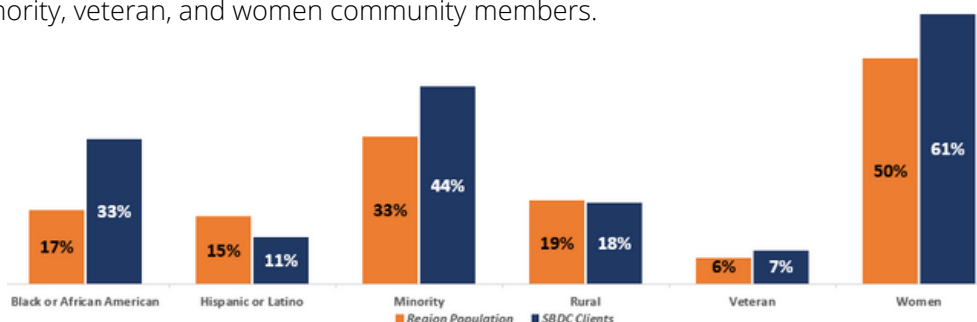
"Set goals, long and short term, and understand that becoming successful is an evolution, not a straight line."

- Peggy Cenova



REGION 1- NORTHWEST

The Northwest region is made up of Lake, Porter, LaPorte, Newton, Jasper, Starke, and Pulaski counties. The North Central regions' dedication to serving their communities is evident, especially Black, minority, veteran, and women community members.



Partner Spotlight



NORTHWEST

The Northwest Indiana SBDC joined the U.S. Small Business Administration for a capital access event at **IU Northwest** in Gary. The event focused on capital access for diverse and underserved entrepreneurs in Northwest Indiana. Lending institutions and stakeholders from across the region turned out to discuss the hurdles business owners face acquiring capital and how the SBDC can help entrepreneurs navigate the ecosystem.

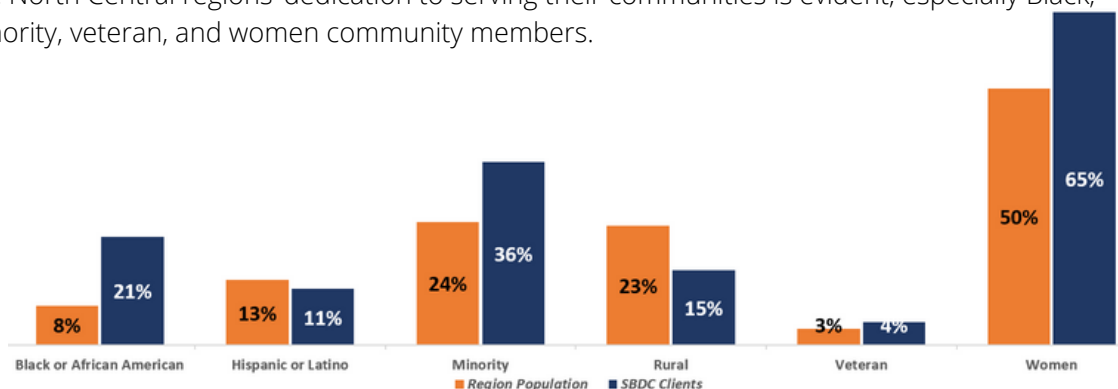
Staff Spotlight



Business Advisors, **Julia Plumb and Bill Gregory**, led a segment of the Creative Business Training workshop hosted by South Shore Arts. The training program helps artists and musicians turn their talent into a business. SBDC client and entrepreneur, Rockland Page, also spoke as part of a panel on creative people who've built successful businesses.

REGION 2- NORTH CENTRAL

The North Central region is made up of St. Joseph, Elkhart, Kosciusko, Marshall, and Fulton counties. The North Central regions' dedication to serving their communities is evident, especially Black, minority, veteran, and women community members.



Partner Spotlight



The North Central Indiana SBDC presented to the **South Bend Entrepreneurship and Adversity Program**, a University of Notre Dame initiative assisting those facing economic or other hardships to start and grow businesses. The center continues to work individually with a number of the program's participants.

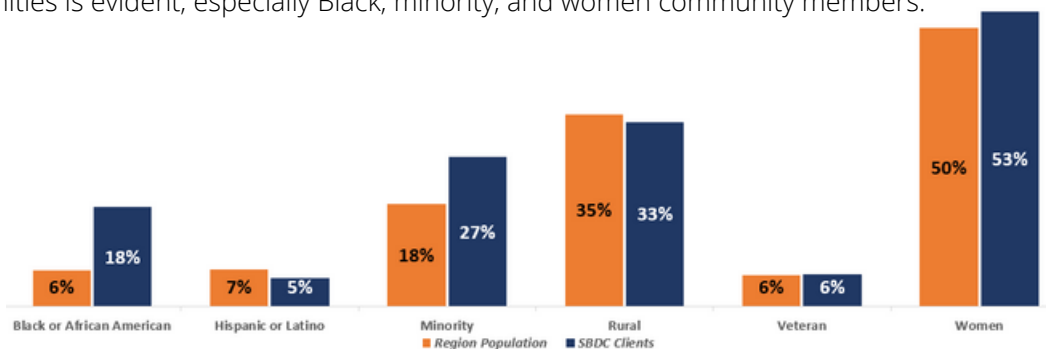
Client Spotlight

Play & Connect Speech Therapy

Paige Walter contacted the Indiana SBDC in March 2022 for guidance in business formation and financial management for her speech therapy business. Business Advisor Tracie Davis worked with Paige through the process of forming an LLC and obtaining an EIN, and provided additional counseling on financial record keeping, tax planning, and marketing. Paige completed the formation process and was accepting clients by the end of April. Her business, **Play & Connect Speech Therapy**, has achieved profitability and the client base continues to grow.

REGION 3- NORTHEAST

The Northeast region is made up of Steuben, LaGrange, Noble, De Kalb, Whitley, Allen, Adams, Wells, Huntington, and Wabash counties. The Northeast regions' dedication to serving their communities is evident, especially Black, minority, and women community members.



Partner Spotlight



Regional Director Wes Shie presented to the lending team at **Lake City Bank** regarding the Indiana SBDC's market research capabilities. By working with local banking institutions, the Northeast Indiana SBDC can better assist entrepreneurs looking to access capital to start or grow a business. The Northeast SBDC helps entrepreneurs create and gather the necessary materials to work with local lending institutions.

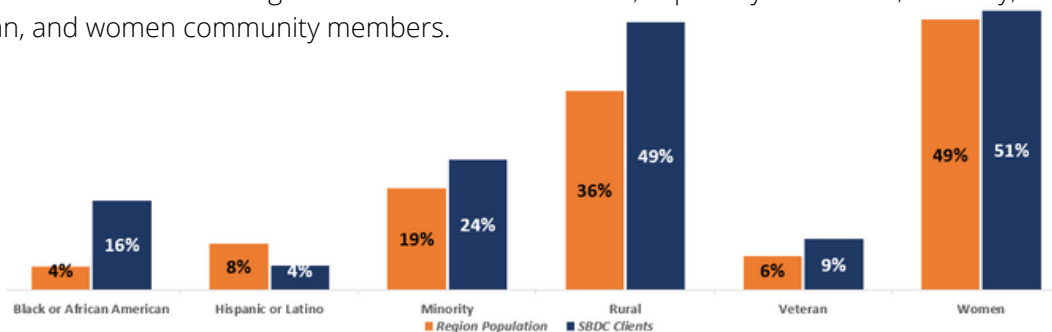
Client Spotlight



Jonathon Strack, a veteran and member of the Miami Tribe of Oklahoma, has launched **Beary Crafty Designs LLC**, a screen-printing business, in Whitley County, Indiana. Strack received business start-up guidance and marketing-related assistance from the Northeast Indiana SBDC team and plans to offer printing services to businesses and organizations in northeastern Indiana, southern Michigan and northwestern Ohio.

REGION 4- HOOSIER HEARTLAND

The Hoosier Heartland region is made up of Benton, Carroll, Cass, Clinton, Fountain, Howard, Miami, Montgomery, Tippecanoe, Tipton, Warren, and White counties. The Hoosier Heartland regions' dedication to serving their communities is evident, especially their Black, minority, rural, veteran, and women community members.



Staff Spotlight



Patrick Moeller has been a Business Advisor for the Hoosier Heartland Indiana SBDC since 2019. Patrick came to this position after extensive work as an Instructional Designer and Training Specialist in the Employee Training and Development department at Purdue University. Patrick was recognized as the Indiana SBDC's State Star for his outstanding work in 2021 where he served over 1,300 clients, 20 of whom started new businesses and 36 reported receiving capital funding in excess of \$1,730,000.

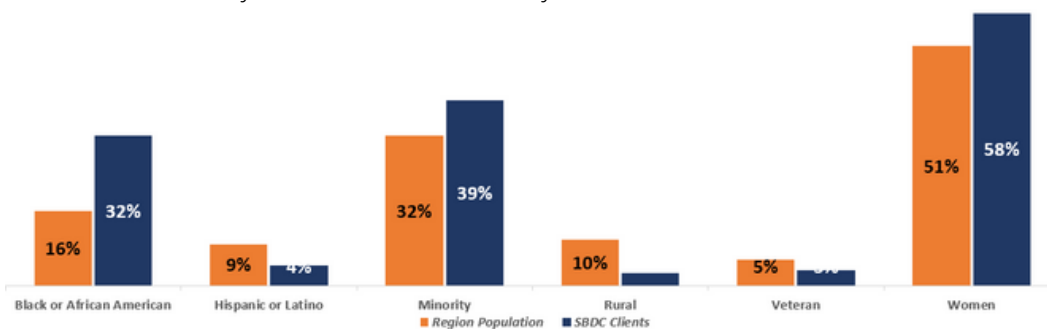
Partner Spotlight



The Hoosier Heartland Indiana SBDC is deepening local economic development connections through recent partnerships with the **Tipton County Chamber of Commerce** & **Kokomo Economic Alliance**. The strategic planning process is meant to coordinate various regional assets in order to drive collaboration throughout the region.

REGION 5- CENTRAL

The Central region is made up of Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby counties. The Central regions' dedication to serving their communities is evident, especially their Black, minority, and women community members.



Partner Spotlight

BUTLER

LACY SCHOOL
of BUSINESS

The Central Indiana SBDC, hosted by **Butler University**, has helped launch and support the Minority-Owned Business Initiative (MOBI). The SBDC regional team will support the inaugural class of businesses through counseling services to support Professor Dr. Nick Mbaga, the program director, and Darryl Warren, the coach.

Staff Spotlight



Angela Blackwell has served as a business advisor for the Central Indiana SBDC for 3 years. She is responsible for hosting regular trainings for individuals looking to 'Launch Your Own Business' (LYOB). This training series serves as a critical first step to educate early-stage entrepreneurs of the expectations and initial steps to forming and launching a business.

REGION 6- EAST CENTRAL

The East Central region is made up of Blackford, Delaware, Fayette, Grant, Henry, Jay, Madison, Randolph, Rush, Union, and Wayne counties. The East Central regions' dedication to serving their communities is evident, especially their Black and minority community members.



Partner Spotlight



**BALL STATE
UNIVERSITY**

The East Central Indiana SBDC participated in the Community Diversity Vendor Fair held at their host university, Ball State, in September. The goal of the event was to raise awareness about SBDC services and instill new connections and partnerships within the community.

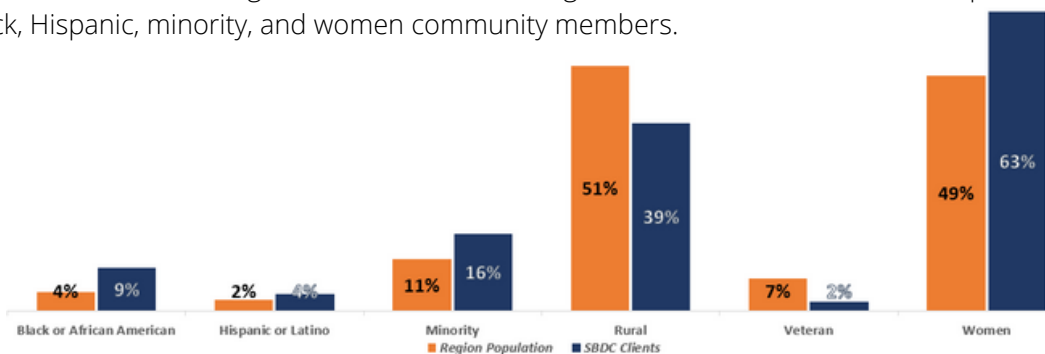
Staff Spotlight



Karen Lloyd serves as a business advisor in the East Central Indiana SBDC. Her expert guidance through weekly workshops, helped prepare entrepreneurs for Jay County's second annual Pitch Contest for startups. Her passion and commitment to entrepreneurs is second to none and has led to her promotion to Regional Director for the East Central Indiana SBDC. Congratulations Karen!

REGION 7- WEST CENTRAL

The West Central region is made up of Clay, Owen, Parke, Putnam, Sullivan, Vermillion, and Vigo counties. The West Central regions' dedication to serving their communities is evident, especially their Black, Hispanic, minority, and women community members.



Partner Spotlight



Black Business Alliance

Earlier this year, the Terre Haute Chamber of Commerce and the West Central Indiana SBDC partnered in the formation of the **Black Business Alliance**. The Alliance has hosted three meetings to-date and brought in speakers from Bankable's Black Owned Business Fund and Thrive's Spark Loan fund to cover funding opportunities for historically marginalized individuals.

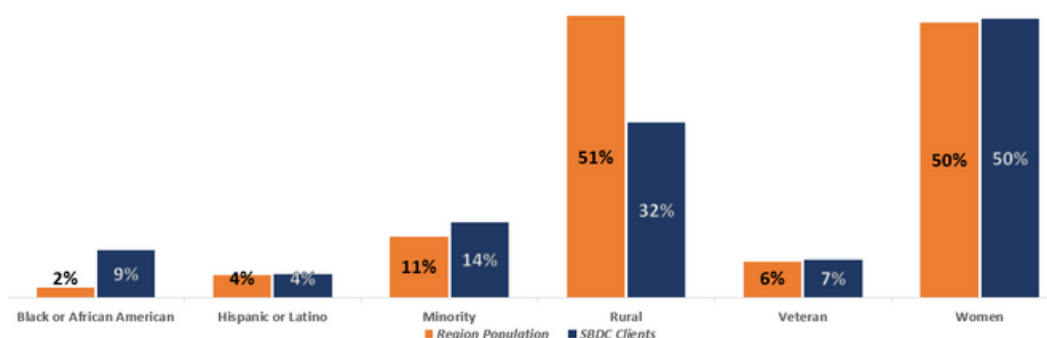
Staff Spotlight



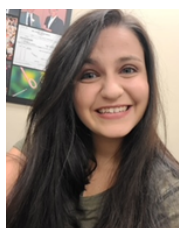
As part of the U.S. Small Business Administration's Community Navigator program, Business Advisor **Claudine Dollinger** is dedicated to serving LGBTQ+ entrepreneurs in West Central Indiana. Prior to joining the West Central Indiana SBDC, Claudine owned a restaurant in downtown Terre Haute and helped support Terre Haute's first ever Pride Festival. Leveraging her own experience as an entrepreneur, Claudine helps West Central Indiana entrepreneurs navigate the ecosystem of available resources to start and grow.

REGION 8- SOUTH CENTRAL

The South Central region is made up of Brown, Crawford, Daviess, Dubois, Greene, Lawrence, Martin, Monroe, Orange, and Washington counties. The South Central regions' dedication to serving their communities is evident, especially their Black, minority, and veteran community members.



Staff Spotlight



Hayley Angrick joined the South Central Indiana SBDC as a part time administrative assistant. She is a Morgan County native and lifelong Hoosier with management experience in the food and beverage industry, small scientific businesses, banking operations. Welcome aboard Hayley!

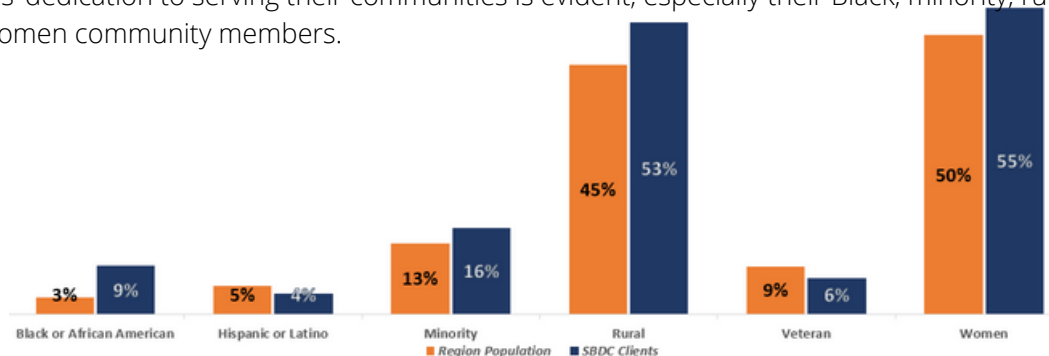
Client Spotlight



Wave Therapeutics, a longtime client of the South Central Indiana SBDC, recently won the \$10,000 top prize in the national Women's Fast Pitch Competition held during the Women's Venture Summit in San Diego. Jessica Bussert, founder and CEO of Wave Therapeutics, has taken advantage of the Indiana SBDC's annual INTAP program for prototype development and IP assistance in addition to receiving startup and business planning assistance from the South Central Indiana SBDC.

REGION 9- SOUTHEAST

The Southeast region is made up of Bartholomew, Clark, Dearborn, Decatur, Floyd, Franklin, Harrison, Jackson, Jefferson, Jennings, Ohio, Ripley, Scott, and Switzerland counties. The Southeast regions' dedication to serving their communities is evident, especially their Black, minority, rural, and women community members.



Staff Spotlight



Mike Fulkerson, Business Advisor for the Southeast Indiana SBDC, participated in the Align Southern Indiana Youth Summit and sat on the Entrepreneurship Panel Discussion for high schoolers. Mike and 3 other regional entrepreneurs took turns answering questions from area juniors and seniors with a focus on the various career paths for life after high school.

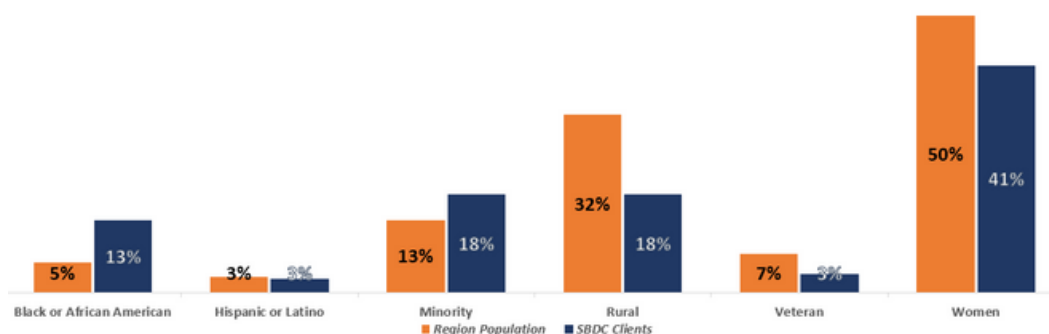
Client Spotlight



Huber Winery & Starlight Distillery took part in a craft spirit roundtable alongside the Indiana Lieutenant Governor, Suzanne Crouch. Huber was one of 5 participants in the 2022 Export Indiana Accelerator Program. The Accelerator helps small businesses create and execute an Export Development business plan to identify potential growth markets in countries around the world.

REGION 10- SOUTHWEST

The Southwest region is Gibson, Knox, Perry, Pike, Posey, Spencer, Vanderburgh, and Warrick counties. The Southwest regions' dedication to serving their communities is evident, especially their Black and minority community members.



Partner Spotlight



Dominic Poggi, Regional Director for the Southwest Indiana SBDC, recently spoke with **Ivy Tech Evansville's** new Entrepreneurship and Innovation class. Several of the students were already working with the SBDC to start their businesses. After hearing about from other student entrepreneurs about the assistance provided by the SBDC, several students followed-up after the class to receive assistance from the Southwest Indiana SBDC.

Client Spotlight



Emily Crawford initially met with the Southwest Indiana SBDC back in January of 2020, looking for assistance to start an indoor, under water themed recreational facility for kids. Guided by her business advisor, Doug Claybour, Emily received assistance creating a business plan, analyzing market research, and developing cash flow projections to purchase and renovate an existing building. **Deep Blue Indoor Play** opened their doors to the public in October to great fanfare and support from the community.

ISBDC Regional Leadership



Lorri Feldt
Regional Director



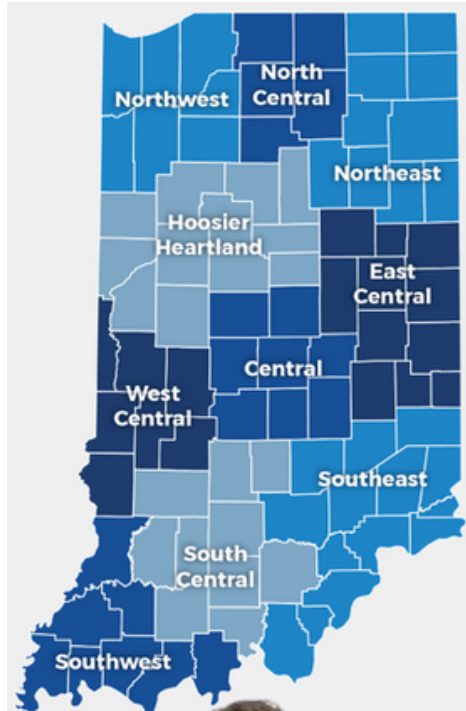
Alan Steele
Regional Director



Wesley Shie
Regional Director



Jordan Jicha
Regional Director



Karen Lloyd
Regional Director



Courtney Richey-Chipol
Regional Director



Dan Drexler
Regional Director



Jon Myers
Regional Director



Dominic Poggi
Regional Director



Steve Bryant
Regional Director

ISBDC Statewide Leadership

TEAM

LEAD CENTER



David Watkins
State Director



Natasha Jensen-Matta
Associate State Director



Gabbi Wilcox
Manager, Small Business Programs



Brandy Mowery
Manager, Small Business Operations



The CEI00 Team



**Karrah
Herring, J.D.**

*Chief Equity,
Inclusion, and
Opportunity
Officer*



Coni Hudson

*Office Operations
and Executive
Assistant to the
Chief Officer*



Joseph Pinnell

*Deputy Chief and
Executive
Director of
Workforce
Engagement*



**Anthony
Phillips II**

*Deputy Chief
and Executive
Director of
External Equity*



Josie Fasoldt

*Chief Data and
Strategy Officer*

About the Data



This Quarterly Impact Report uses Indiana SBDC Data alongside regional data. Below is breakdown of what sources informed the regional data listed within each visualization.

For the racial-ethnic categories of Hispanic, Black, and Minority, the data was provided by the Office of the CEIOO, using 2010 US Census information.

To identify the percent of the population identified as living in a rural area within the region, the 2010 census county rurality levels were used. These data provide the counties total population and the percentage of residents within said county that are identified as living in a rural area and those who are identified as living in an urban area. This report is not yet available for the 2020 census. Given this, the percentage of rural residents by county from 2010 was applied to the 2020 population data.

For the veteran statistics, the Geographic Distribution of VA Expenditures (GDX) for the 2021 fiscal year was used. This document outlines a variety of figures, but most importantly identifies the number of people within each county that are veterans. The veterans population estimates are produced by the VA Predictive Analytics and Actuary Service (VetPop 2018).

For the female regional statistics, the U.S. Census Bureau's Quick Facts statistics were used. These data are based on those who live in each county at the time of census, April 1, 2021. Statistics were taken at the county level and then aggregated for each of the 10 regions.



**THANK
YOU!**

Contact Office of the CEIOO at
govceioo@gov.in.gov

Find information on Indiana SBDC Program at
<https://isbdc.org/>